

Please add the following new claims **8-40**. Separate copies of the new claims are attached, if needed.

--8. An elongated integral printed identification element comprising:

a core having opposing first and second major planar sides and bearing printing on at least one of the major planar sides, the core being coextensive in area with the element, the core and the element having a common width and a common length generally perpendicular to the width, the length being greater than the width such that the core and the element have a pair of opposing longitudinal ends at opposite ends of the length;

a magnetic stripe permanently fixed over one of the opposing major planar sides of the core extending across the width of the core proximal one of the pair of longitudinal ends; and

a closed perimeter opening extending entirely through the core and the element proximal a remaining one of the pair of longitudinal ends.

9. The element of claim 8 wherein the printing includes at least one variable data field with a unique code assigned to an individual to receive the element.

10. The element of claim 9 wherein the unique code is printed in a bar code format.

11. The element of claim 10 wherein the unique code is printed on the one major side of the core bearing the magnetic stripe.

12. The element of claim 9 wherein the unique code is printed in numeral format.

13. The element of claim 12 wherein the unique code is printed on the one major side of the core bearing the magnetic stripe.

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14. The element of claim 9 wherein the unique code is printed on the core in both numeral and bar code formats.
15. The element of claim 14 wherein the unique code is printed at least in the bar code format on the one major side of the core bearing the magnetic stripe.
16. The element of claim 8 further comprising a first transparent cover strip fixed over one of the first and second major sides of the core, the magnetic stripe extending across the first transparent cover strip.
17. The element of claim 16 wherein each of the first transparent cover strip and the core is a different flexible web material.
18. The element of claim 16 further comprising a second transparent cover strip fixedly secured over a remaining one of the first and second major sides of the core.
19. The element of claim 16 wherein each of the first and second transparent cover strips and the core is a flexible web material.
20. An integral printed sheet product comprising:
 - a core having opposing first and second major planar sides and bearing printing on at least one of the sides;
 - a magnetic stripe permanently fixed over one of the opposing major planar sides of the core and extending across the sheet product; and
 - scoring extending at least sufficiently through the sheet product and the core to define at least a first elongated integral element removable from a remainder of the sheet product, the removable first elongated integral element having a pair of opposing longitudinal ends, the first elongated integral element further including at least a portion of the magnetic

stripe extending across the element proximal one the pair of longitudinal ends of the element, and the scoring further defining a closed perimeter opening extending through the element proximal a remaining one of the pair of longitudinal ends of the element and spaced away from the magnetic stripe.

21. The printed sheet product of claim 20 further comprising a first flexible transparent cover strip fixedly secured to one of the first and second major planar sides of the core, the scoring extending through the first transparent cover strip with only part of the first transparent cover strip covering one major planar side of the core portion of the removable first elongated integral element and a remainder of the first transparent cover strip overlying at least part of a remaining portion of the core outside the scoring defining the removable first elongated integral element.

22. The printed sheet product of claim 20 wherein the scoring defines a second elongated integral element removable from a remainder of the sheet product, the second elongated integral element having a pair of opposing longitudinal ends.

23. The printed sheet product of claim 22 further comprising at least part of a magnetic stripe extending across one major side of the second removable elongated integral element proximal one longitudinal end of the second removable elongated integral element.

24. The printed sheet product of claim 23 wherein the scoring further defines a closed perimeter opening entirely the removable second elongated integral element proximal a remaining one of the pair of opposing longitudinal ends.

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25. The printed sheet product of claim 24 wherein the removable second elongated integral element bears at least a second one of the variable code fields printed with the one unique code.

26. The printed sheet product of claim 24 further comprising a second flexible transparent cover strip fixedly secured to a remaining one of the first and second major planar sides of the core, the scoring extending through the second transparent cover strip with only part of the second transparent cover strip covering a remaining major planar side of the core portions of the removable first and second elongated integral elements and a remainder of the second transparent cover strip overlying at least part of a remaining portion of the core outside the scoring defining the removable first and second elongated integral elements.

27. The printed sheet product of claim 21 further comprising a second flexible transparent cover strip fixedly secured to a remaining one of the first and second major planar sides of the core, the scoring extending through the second transparent cover strip with only part of the second transparent cover strip covering a remaining major planar side of the core portion of the removable first elongated integral element and a remainder of the second transparent cover strip overlying at least part of a remaining portion of the core outside the scoring defining the removable first elongated integral element.

28. The printed sheet product of claim 21 wherein the printing on the core includes at least a plurality of variable data fields, each of at least two of the plurality of variable data fields being printed with one unique code assigned to an individual to receive the sheet product.

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29. The printed sheet product of claim 28 wherein at least one of the at least two variable data fields printed with the one unique code is located on the one side of the core bearing the magnetic stripe.
30. The printed sheet product of claim 28 wherein at least one of the at least two variable data fields printed with the one unique code is located on the removable first elongated integral element.
31. The printed sheet product of claim 30 wherein at least one of the at least two variable data fields printed with the one unique code located on the removable first elongated integral element is covered by the first flexible transparent cover strip.
32. The printed sheet product of claim 30 wherein at least the one variable data field located on the removable first elongated integral element is located on the one side of the core bearing the magnetic stripe.
33. The printed sheet product of claim 30 wherein at least the one variable data field located on the removable first elongated integral element is printed in at least bar code format.
34. The printed sheet product of claim 30 wherein at least the one variable data field located on the removable first elongated integral element is printed in at least numeral format.
35. The printed sheet product of claim 30 wherein at least another of the at least two variable data fields printed with the one unique code is printed on a remaining portion of the core outside the scoring defining the removable first elongated integral element.
36. The printed sheet product of claim 35 wherein at least part of the remaining portion of the core outside the scoring defining the removable first elongated integral element further bears an exposed strip of adhesive.